

Rep Order# 8802358 Ver# 7 Status Revised
EC'd Yes

Traffic Order# 35865

Printed: 09/25/2012 4:20 PM
Last Received: 09/25/2012 3:08 PM
Showing Buylines: All Lines

1 of 6

Station KLAS-TV LAS VEGAS
Advertiser () NRSC-NATL REPUB SENA
Product ISSUE
Estimate#
Buyer JESSICA MURRAY
Phone#
Fax#

Agency () NEBO MEDIA
3299 K ST NW, SUITE 200
WASHINGTON, DC 20007
Agency C/P1/P2/E
Flight Dates 10/03/2012 - 10/09/2012
Hiatus Weeks

Rep Firm
Sales Office () WASHINGTON
Salesperson () MIKE JONES
Salesperson Phone# 202-872-5880
Salesperson FAX# 202-872-0263

--- CONTRACT COMMENT ---

NAT'L REPUBLICAN SENATORIAL COMMITTEE *****NONDISCRIMINATION***** PARAGRAPHS 49 AND 50 OF THE UNITED STATES FEDERAL COMMUNICATIONS COMMISSION'S REPORT AND ORDER NO. 07-217 PROVIDES THAT BROADCAST STATIONS' ADVERTISING CONTRACTS WILL NOT DISCRIMINATE ON THE BASIS OF RACE OR ETHNICITY, AND MUST CONTAIN NONDISCRIMINATION CLAUSES. CONSISTENT WITH THIS ORDER, KATZ COMMUNICATIONS, INC. (INCLUDING ANY SUBSIDIARY OR DIVISION OF KATZ) DOES NOT DISCRIMINATE IN ANY BROADCAST ADVERTISING CONTRACT ON THE BASIS OF RACE OR ETHNICITY AND EVALUATES, NEGOTIATES AND COMPLETES ITS BROADCAST ADVERTISING CONTRACTS WITHOUT REGARD TO RACE OR ETHNICITY.

--- REMARKS ---

REVISION TO SHOW CHANGE IN AGENCY NAME ONLY. PLEASE
CONFIRM.
THANKS
STEFAN/MIKE

| LT | Ln | Day | Time | Program | Len | Rate | Dates | Spots/Week | # of Weeks | Total Spots | Total Cost | Daypart |
|-----|-----|------|------------|-----------------------------|-----|------------|-------------|------------|------------|-------------|------------|---------|
| --- | --- | --- | --- | ----- | --- | --- | --- | --- | --- | --- | --- | --- |
| | 1 | W-F | 600A-700A | | :30 | \$1,200.00 | 10/03-10/05 | 2 | 1 | 2 | \$2,400.00 | |
| | | | | Buyline Comment: NEWS | | | | | | | | |
| | 2 | M-TU | 600A-700A | | :30 | \$1,200.00 | 10/08-10/09 | 2 | 1 | 2 | \$2,400.00 | |
| | | | | Buyline Comment: NEWS | | | | | | | | |
| | 3 | W-F | 700A-900A | | :30 | \$1,000.00 | 10/03-10/05 | 2 | 1 | 2 | \$2,000.00 | |
| | | | | Buyline Comment: EARLY SHOW | | | | | | | | |
| | 4 | M-TU | 700A-900A | | :30 | \$1,000.00 | 10/08-10/09 | 2 | 1 | 2 | \$2,000.00 | |
| | | | | Buyline Comment: EARLY SHOW | | | | | | | | |
| | 5 | W-F | 900A-1000A | | :30 | \$850.00 | 10/03-10/05 | 2 | 1 | 2 | \$1,700.00 | |
| | | | | Buyline Comment: KELLY | | | | | | | | |
| | 6 | M-TU | 900A-1000A | | :30 | \$850.00 | 10/08-10/09 | 2 | 1 | 2 | \$1,700.00 | |
| | | | | Buyline Comment: KELLY | | | | | | | | |

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|-----|-----|------|-------------|------------------------|-----|------------|-------------|------------|------------|-------------|------------|---------|
| --- | --- | --- | --- | ----- | --- | --- | --- | --- | --- | --- | --- | --- |
| | 7 | W-F | 1000A-1100A | | :30 | \$3,500.00 | 10/03-10/05 | 1 | 1 | 1 | \$3,500.00 | |
| | | | | Buyline Comment: PRICE | | | | | | | | |
| | 8 | W-F | 1100A-1200P | | :30 | \$4,500.00 | 10/03-10/05 | 1 | 1 | 1 | \$4,500.00 | |
| | | | | Buyline Comment: Y & R | | | | | | | | |
| | 9 | M-TU | 1100A-1200P | | :30 | \$1,500.00 | 10/08-10/09 | 0 | 0 | 0 | \$0.00 | |
| | | | | Buyline Comment: Y & R | | | | | | | | |
| | 10 | W-F | 1200P-1230P | | :30 | \$850.00 | 10/03-10/05 | 2 | 1 | 2 | \$1,700.00 | |
| | | | | Buyline Comment: NEWS | | | | | | | | |
| | 11 | M-TU | 1200P-1230P | | :30 | \$850.00 | 10/08-10/09 | 2 | 1 | 2 | \$1,700.00 | |
| | | | | Buyline Comment: NEWS | | | | | | | | |
| | 12 | W-F | 1230P-200P | | :30 | \$900.00 | 10/03-10/05 | 2 | 1 | 2 | \$1,800.00 | |
| | | | | Buyline Comment: SOAPS | | | | | | | | |
| | 13 | M-TU | 1230P-200P | | :30 | \$900.00 | 10/08-10/09 | 2 | 1 | 2 | \$1,800.00 | |
| | | | | Buyline Comment: SOAPS | | | | | | | | |
| | 14 | W-F | 200P-300P | | :30 | \$900.00 | 10/03-10/05 | 1 | 1 | 1 | \$900.00 | |
| | | | | Buyline Comment: TALK | | | | | | | | |
| | 15 | M-TU | 200P-300P | | :30 | \$900.00 | 10/08-10/09 | 1 | 1 | 1 | \$900.00 | |
| | | | | Buyline Comment: TALK | | | | | | | | |
| | 16 | W-F | 300P-400P | | :30 | \$1,000.00 | 10/03-10/05 | 2 | 1 | 2 | \$2,000.00 | |
| | | | | Buyline Comment: ELLEN | | | | | | | | |

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|-----|-----|-------|-------------|-----------------------------|------|------------|-------------|------------|------------|-------------|------------|---------|
| --- | --- | ----- | ----- | ----- | ---- | ----- | ----- | ----- | ---- | ----- | ----- | ----- |
| | 17 | M-TU | 300P-400P | | :30 | \$1,000.00 | 10/08-10/09 | 2 | 1 | 2 | \$2,000.00 | |
| | | | | Buyline Comment: ELLEN | | | | | | | | |
| | 18 | W-F | 400P-500P | | :30 | \$1,300.00 | 10/03-10/05 | 2 | 1 | 2 | \$2,600.00 | |
| | | | | Buyline Comment: NEWS | | | | | | | | |
| | 19 | M-TU | 400P-500P | | :30 | \$1,300.00 | 10/08-10/09 | 1 | 1 | 1 | \$1,300.00 | |
| | | | | Buyline Comment: NEWS | | | | | | | | |
| | 20 | W-F | 500P-630P | | :30 | \$1,500.00 | 10/03-10/05 | 2 | 1 | 2 | \$3,000.00 | |
| | | | | Buyline Comment: NEWS | | | | | | | | |
| | 21 | M-TU | 500P-630P | | :30 | \$1,500.00 | 10/08-10/09 | 2 | 1 | 2 | \$3,000.00 | |
| | | | | Buyline Comment: NEWS | | | | | | | | |
| | 22 | W-F | 630P-700P | | :30 | \$1,300.00 | 10/03-10/05 | 1 | 1 | 1 | \$1,300.00 | |
| | | | | Buyline Comment: IN EDITION | | | | | | | | |
| | 23 | M-TU | 630P-700P | | :30 | \$1,300.00 | 10/08-10/09 | 1 | 1 | 1 | \$1,300.00 | |
| | | | | Buyline Comment: IN EDITION | | | | | | | | |
| | 24 | W-F | 700P-800P | | :30 | \$1,300.00 | 10/03-10/05 | 2 | 1 | 2 | \$2,600.00 | |
| | | | | Buyline Comment: ET/INSIDER | | | | | | | | |
| | 25 | M-TU | 700P-800P | | :30 | \$1,300.00 | 10/08-10/09 | 2 | 1 | 2 | \$2,600.00 | |
| | | | | Buyline Comment: ET/INSIDER | | | | | | | | |
| | 26 | W-F | 1100P-1135P | | :30 | \$2,200.00 | 10/03-10/05 | 2 | 1 | 2 | \$4,400.00 | |
| | | | | Buyline Comment: NEWS | | | | | | | | |
| | 27 | M-TU | 1100P-1135P | | :30 | \$2,200.00 | 10/08-10/09 | 2 | 1 | 2 | \$4,400.00 | |
| | | | | Buyline Comment: NEWS | | | | | | | | |

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| --- | --- | --- | --- | ----- | --- | --- | --- | --- | --- | --- | --- | --- |
| | 28 | W-F | 1135P-1237A | | :30 | \$850.00 | 10/03-10/05 | 2 | 1 | 2 | \$1,700.00 | |
| | | | | Buyline Comment: LETTERMAN | | | | | | | | |
| | 29 | M-TU | 1135P-1237A | | :30 | \$850.00 | 10/08-10/09 | 2 | 1 | 2 | \$1,700.00 | |
| | | | | Buyline Comment: LETTERMAN | | | | | | | | |
| | 30 | W-F | 500A-600A | | :30 | \$1,000.00 | 10/03-10/05 | 1 | 1 | 1 | \$1,000.00 | |
| | | | | Buyline Comment: NEWS | | | | | | | | |
| | 31 | F | 800P-900P | | :30 | \$8,500.00 | 10/05-10/05 | 1 | 1 | 1 | \$8,500.00 | |
| | | | | Buyline Comment: CSI NY | | | | | | | | |
| | 32 | SA-SU | 1100P-1135P | | :30 | \$1,100.00 | 10/06-10/07 | 2 | 1 | 2 | \$2,200.00 | |
| | | | | Buyline Comment: NEWS | | | | | | | | |
| | 33 | SA | 500A-700A | | :30 | \$550.00 | 10/06-10/06 | 1 | 1 | 1 | \$550.00 | |
| | | | | Buyline Comment: SAT EARLY | | | | | | | | |
| | 34 | SA | 1000A-300P | | :30 | \$750.00 | 10/06-10/06 | 0 | 0 | 0 | \$0.00 | |
| | | | | Buyline Comment: COLLEGE FOOTBALL | | | | | | | | |
| | 35 | SA | 500P-530P | | :30 | \$800.00 | 10/06-10/06 | 1 | 1 | 1 | \$800.00 | |
| | | | | Buyline Comment: NEWS | | | | | | | | |
| | 36 | SA | 700P-800P | | :30 | \$450.00 | 10/06-10/06 | 0 | 0 | 0 | \$0.00 | |
| | | | | Buyline Comment: ET WEEKEND | | | | | | | | |
| | 37 | M | 1000P-1100P | | :30 | \$9,000.00 | 10/08-10/08 | 0 | 0 | 0 | \$0.00 | |
| | | | | Buyline Comment: HAWAII 5-0 | | | | | | | | |

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| --- | --- | --- | --- | ----- | --- | --- | --- | --- | --- | --- | --- | --- |
| | 38 | SU | 630A-800A | | :30 | \$850.00 | 10/07-10/07 | 0 | 0 | 0 | \$0.00 | |
| | | | | Buyline Comment: SUN MORN | | | | | | | | |
| | 39 | SU | 830A-930A | | :30 | \$2,500.00 | 10/07-10/07 | 1 | 1 | 1 | \$2,500.00 | |
| | | | | Buyline Comment: FACE THE NATION | | | | | | | | |
| | 40 | SU | 930A-1000A | | :30 | \$450.00 | 10/07-10/07 | 0 | 0 | 0 | \$0.00 | |
| | | | | Buyline Comment: NEWS | | | | | | | | |
| | 41 | SU | 500P-530P | | :30 | \$600.00 | 10/07-10/07 | 0 | 0 | 0 | \$0.00 | |
| | | | | Buyline Comment: NEWS | | | | | | | | |
| | 42 | SU | 630P-700P | | :30 | \$1,500.00 | 10/07-10/07 | 1 | 1 | 1 | \$1,500.00 | |
| | | | | Buyline Comment: NEWS | | | | | | | | |
| | 43 | SU | 700P-80CP | | :30 | \$12,000.00 | 10/07-10/07 | 1 | 1 | 1 | \$12,000.00 | |
| | | | | Buyline Comment: 60 MINUTES | | | | | | | | |

---REPORT TOTALS---

Report Totals: 58 / \$91,950.00

---SALES MONTHLY TOTALS---

Oct 12: 58 / \$91,950.00

Sales Totals: 58 / \$91,950.00

Station Totals: 58 / \$91,950.00

Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

| | | | | | | | | | | | |
|---------------|-----------|------|----|------|-----|------|-----|------|-----|------|----|
| Market Totals | \$296,613 | CABL | 0% | KLAS | 31% | KSNV | 31% | KTNV | 18% | KTUD | 0% |
| | | KVCW | 2% | KVMY | 1% | KVVU | 17% | UNKN | 0% | | |